



**Date:** September 26, 2005  
**To:** Gerald R. Miller, City Manager  
**From:** Katherine Parsons, Public Information Officer  
**For:** Mayor and Members of the City Council  
**Subject:** City Report: Week Ending Friday, September 23, 2005

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This *City Report* highlights various activities for the week ending September 23, 2005. I hope you will find this information useful. Please feel free to contact my staff should you have any questions.

**EMERGENCY PREPAREDNESS TIP #3**

***Personal Preparedness: Be in the Know! Five Days of Self-Reliance***

The Long Beach Community Emergency Response Team (CERT) provides residents with disaster preparedness training to assist themselves, their families, and their neighbors in the event of a catastrophic disaster. Sponsored by the Long Beach Fire Department, the program is offered throughout the year with the next class scheduled to begin on **Thursday, October 13**. All training is conducted at the Fire Department's Training Center, 2249 Argonne Avenue. To find out more information about the CERT program, please call 570-LBFD or visit [www.longbeach.gov/fire](http://www.longbeach.gov/fire). For emergency preparedness tips #1 and #2, visit "City Report" at [www.longbeach.gov](http://www.longbeach.gov).

**Hurricane Katrina Relief Efforts**

More than \$47,000 was collected for the Red Cross during Operation Lifeline, a community fundraiser at Long Beach City College. The City was a co-sponsor of the event.

With the ongoing challenges facing the Gulf States, the City's ***Time for Change Hurricane Katrina Collection Drive*** has been extended for two more weeks. In just one week, employee donations exceeded more than \$16,000. All proceeds will be provided to the American Red Cross to help with Hurricane Relief Efforts.

Long Beach Mississippi needs our help and we are looking for ways to be of assistance. To learn more, visit [www.longbeach.gov](http://www.longbeach.gov).

On behalf of the Mayor of New Orleans, New Orleans Intergovernmental Affairs Director Kenya Smith met with Hurricane Katrina evacuees currently living in the area on Saturday at the Seaport Marina Hotel. The Community Development Department took the lead in inviting all Hurricane Katrina evacuees currently living in Long Beach to attend this event.

### **NEWS UPDATE**

Long Beach Energy customers are being warned that Natural Gas prices will increase this winter. The U.S. Department of Energy (DOE) has projected that natural gas bills should increase by 50 percent nationwide; LBE customer's bills, however, are expected to increase by about 34 percent. LBE has entered into long-term gas supply contracts that include price ceilings of \$1.00 per therm during the winter months that provide significant price protection for its customers and LBE has 8 million therms in storage that were purchased at a lower summer price. Information is being distributed through the media, the October issue of The Wave, on LBTv and through other means.

### **MAJOR WEEKLY HIGHLIGHTS**

#### **Parks, Recreation and Marine, Community Enrichment Programs Bureau**

On September 17, approximately 1,654 volunteers showed up to pick up more than 4,800 pounds of trash and 870 pounds of recyclables from 11 miles of city beaches. The El Dorado Nature Center recognizes and appreciates the assistance of Albertsons/Sav-On, the Long Beach Water Department, the Aquarium of the Pacific, the National Oceanic and Atmospheric Administration, the Algalita Foundation, the Long Beach Clean Water Division, Catch 22 Fisheries, Surfrider Foundation, Justin Rudd, Friends of the Colorado Lagoon, the Long Beach Firefighters and, especially, the many hundreds of individual volunteers who made this annual beach clean up a success.

#### **Fire**

Long Beach Search & Rescue recognized its 43<sup>rd</sup> Anniversary with an open house on September 17 at the Fire Training Center. The Search & Rescue organization, which is an explorer post for 15 to 18 year olds, provided tours of the facility, and hosted special presentation, awards, and fire and rescue demonstrations.

### **UPCOMING EVENTS AND PROJECTS**

#### **Fire**

Staff is preparing for this year's *Spark of Love* toy drive that benefits Long Beach residents during the holidays. Firefighters and citizen volunteers gathered at Channel 7 studios in Glendale for the annual kick-off and publicity photo shoot. Watch for the public service announcements (PSA) and posters announcing the annual toy drive as the holidays approach.

### **AWARDS**

#### **Library Services**

The Department of Library Services has been awarded a California State Library 2005/2006 Live Homework Help Program grant which will make the Live Homework Help service available at all of the Long Beach libraries beginning in early September. Using Library computers, students in grades 4 - 12 will be able to connect to subject experts in this online classroom. The service will be available in English and Spanish. Core academic assistance in math, science, social studies and English will be available on this Internet-based service.

## **AWARDS (continued)**

### **Police**

The Police Department was awarded a two-year grant from the California Office of Traffic Safety through the Business, Transportation and Housing Agency. The \$294,000 grant will fund activities aimed at saving lives, preventing injuries and reducing property damage caused by drivers who are under the influence of drugs or alcohol.

## **PUBLIC SAFETY**

### **Fire**

The Fire Department responded to a total of 1,562 emergency calls for service: 123 calls for fires, of which 17 involved structures; and 685 emergency medical calls, of which 493 required paramedics.

### **Police**

Citywide, police officers responded to 617 priority one, 1,547 priority two and 1,356 priority three calls for service, for a total of 3,429 for the reporting period.

The Police Department continues to focus efforts on prostitution-related crimes in the city. During two undercover operations in the past week, Vice Detectives made 29 prostitution-related arrests and stored 16 vehicles.

Approximately 40 community members attended the monthly community crime prevention meeting held on Wednesday at the Long Beach Water Department. Detectives discussed the citywide rise in graffiti and its association with gang-related violent crime. Detectives gave suggestions on how community members can help prevent or reduce graffiti in their neighborhoods. The next community crime meeting is scheduled for October 19. The topic to be discussed will be Alcoholic Beverage Control and Vice operations.

## **NEIGHBORHOODS**

### **Community Development, Neighborhood Services**

The Neighborhood Resource Center (NRC) hosted a workshop on *How to Address Neighborhood Problems* on September 14. Representatives from the City of Long Beach's Code Enforcement, Environmental Services, Neighborhood Nuisance Abatement Program, Safe Streets Now!, Long Beach Police Department and Dispute Resolution Services taught more than 30 residents how to utilize their programs in order to solve neighborhood problems.

More than 23 residents attended the Neighborhood Resource Center's *Tenant Rights* workshop on September 19 to learn from representatives from the Fair Housing Foundation, the Legal Aid of Los Angeles, and the Long Beach Department of Health and Human Services Lead Hazard Control Program. Topics discussed included different services available to tenants, tenant rights and responsibilities, legal issues, and property management practices.

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### **NEIGHBORHOODS (continued)**

#### **Parks, Recreation and Marine, Community Enrichment Programs Bureau**

On September 23, more than 100 youth from Veterans Park Extended Day and After School programs enjoyed school supply raffles and a Country Party, enjoying line dancing and teen challenges.

#### **Parks, Recreation and Marine, Maintenance Operations Bureau**

Due to extremely high tides and southerly storm swells, Beach Operations staff built sand berms on the peninsula beach and at the lifeguard headquarters at the base of Junipero Avenue. Staff monitored the areas during the peak high tide periods in case repair work was needed.

#### **Parks, Recreation and Marine, Planning and Development Bureau**

Surveying for the new mini-park at the corner of Plymouth Street and Elm Avenue (proposed to be Grace Park) was conducted this week.

#### **Parks, Recreation and Marine, Planning and Development Bureau**

The contract for the remodeling of the teen center at Admiral Kidd Park was awarded to States Link Construction, Inc. on September 20.

Final items are being addressed for the improvements to the street medians at Spring Street and Atlantic Avenue. Southern California Edison has energized the utility pedestal in the median on Atlantic Avenue at San Antonio Drive. Power from this pedestal will be used for lighting and for the irrigation timer.

### **SPECIAL EVENTS**

#### **Parks, Recreation and Marine, Community Enrichment Programs Bureau**

On September 17, forty guests enjoyed a lecture on art deco jewelry and fashion by noted author and speaker Christie Romero. Ms. Romero, who wrote *Warman's Jewelry*, an identification and price guide to jewelry of the 18th-20th centuries, gave a light-hearted look at flapper fashions, Hollywood glamour and glitz at Rancho Los Cerritos Historic Site. Friends of Rancho Los Cerritos organized the program for their members and friends.

#### **Parks, Recreation and Marine, Community Recreation Programs Bureau**

On September 20, the Long Beach Senior Center hosted a free Senior Action Fair. Over 200 seniors were informed on the latest scams, including auto and home repair rip-offs, identify theft, investment scams, credit card fraud, and much more. The Long Beach Senior Center, along with WISE Senior Services, City of Los Angeles Department of Aging, and the County of Los Angeles Area Agency on Aging co-sponsored this event.

#### **Parks, Recreation and Marine, Special Events and Filming Bureau**

The City of Long Beach was proud to have 1,200 women participate in the *Avon Walk for Breast Cancer*, an event that spanned several cities. Participants spent two nights, from September 16 to September 18, in El Dorado Regional Park.

**SPECIAL EVENTS (continued)**

**Parks, Recreation and Marine, Special Events and Filming Bureau**

The 10<sup>th</sup> Annual Brazilian Street Carnival, with an estimated attendance of 2,000, was held on the Promenade at 3<sup>rd</sup> Street, on September 18.

NBC, with a cast and crew of 85, filmed a TV production *Las Vegas* at Club V20, on September 19.

**OTHER ITEMS OF NOTE**

**Financial Management, Commercial Services Bureau**

During August, in-person visits for Utility, Financial and Business Services were about 3 percent above the monthly average, due to slight increases in all three areas. For August there were 3,092 Utility Services visits, 19,410 for Financial Services (Cashiering), and 3,171 for Business Services, for a total of 25,673. Services include accepting payments for utility bills, business licenses, parking citations and various other services, in addition to providing information to customers, resolving complaints and answering questions.

**Long Beach Energy, Gas Services Bureau**

Staff completed a total of 3,095 service calls. This total included 926 Gas and Water Utility Turn Ons, and 686 Turn Offs. During this period, 1,158 Customer Service Orders were completed for services that included lighting pilots, adjusting and inspecting appliances, completing fumigation orders, and verifying read orders. A total of 325 meter maintenance and billing-related orders were completed. In addition, Gas Control/Dispatch (24/7 operation) received 529 emergency phone calls that resulted in 121 emergency orders being sent out.

**Long Beach Energy, Gas Services and Business Operations Bureaus**

On September 15, staff participated in the 37th annual trade show for the Apartment Association, California Southern Cities at the Long Beach Convention Center. The trade show is one of the largest in California's rental housing industry. LBE provided attendees with information regarding the safe use of gas, steps to take during an earthquake, proper installation of water heaters, and carbon monoxide prevention. LBE representatives also briefed attendees on energy saving tips and LBE utility assistance programs. LBE is committed to providing similar knowledge at upcoming events.

**Long Beach Energy, Installation of Gas Lines**

**Contact: Long Beach Energy, 570-2085**

2<sup>nd</sup> St.                      Kennebec Ave. to Orizaba Ave.  
Broadway                Obispo Ave. to Junipero Ave.

**Estimated completion: September 23, 2005**

**Public Works, Street Improvement**

**Contact: Public Works, 570-5160**

La Perla Ave.            El Mirador Ave. to El Cedral St.  
College Circle          Atherton frontage full circle  
Keynote St.              Rutgers Ave. to Bellflower frontage

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**Public Works, Street Improvement (continued)**

Maine Ave.	Spring St. to 31st St.
Freeland St.	California St. to Cerritos Ave.
Scott St.	Rahn Ave. to Long Beach Blvd.
Shipway Ave.	Los Santo Dr. to Point North of Los Santo Dr.
Orange Ave.	11th street to point North of 11th St.
17th St.	Long Beach Blvd. to Linden Ave.
Freeman Ave.	8th St. to 10th St.
Eucalyptus Ave.	20th St. to Hill St.

**Estimated completion: October 2005**

Atlantic Ave.	Roosevelt to San Antonio
Orange Ave.	Spring St. to 405 Freeway

**Estimated Completion: September 2005**

Clark Avenue	Spring Street to Wardlow Road
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**Estimated Completion: November 2005**

Del Amo Blvd.	Los Angeles River to Long Beach Boulevard
Artesia Blvd.	West of Long Beach Boulevard to Harbor Street
Atlantic Ave.	North of Artesia Boulevard to a point North of 68th Street
Cherry Avenue	North of Artesia Boulevard to 70th Street
Artesia Blvd.	East of Obispo Avenue to Downey Avenue

**Estimated Completion: December 2005**

GRM: KP: arc

cc: Christine Shippey, Assistant City Manager  
Reginald Harrison, Deputy City Manager  
Suzanne Mason, Deputy City Manager  
City Manager Department Heads  
Tom Modica, Manager of Government Affairs  
Jyl Marden, City Council Liaison